

**ABSTRACT**

Apparatus for data printing and data writing to a memory tag on or in a  
5 base medium is described. The apparatus includes a print head for printing onto  
the base medium, and a memory tag write device for data writing to the  
memory tags on or in the base medium. The base medium is moved along a first  
axis through or past the apparatus. At least a part of the memory tag write  
device required for communication with the memory tags is moveable relative  
10 to the base medium back and forth along a second axis substantially  
perpendicular to the first axis. The print head may be moveable relative to the  
base medium such that it moves back and forth along a third axis substantially  
perpendicular to the first axis, depending on the printing technology concerned.